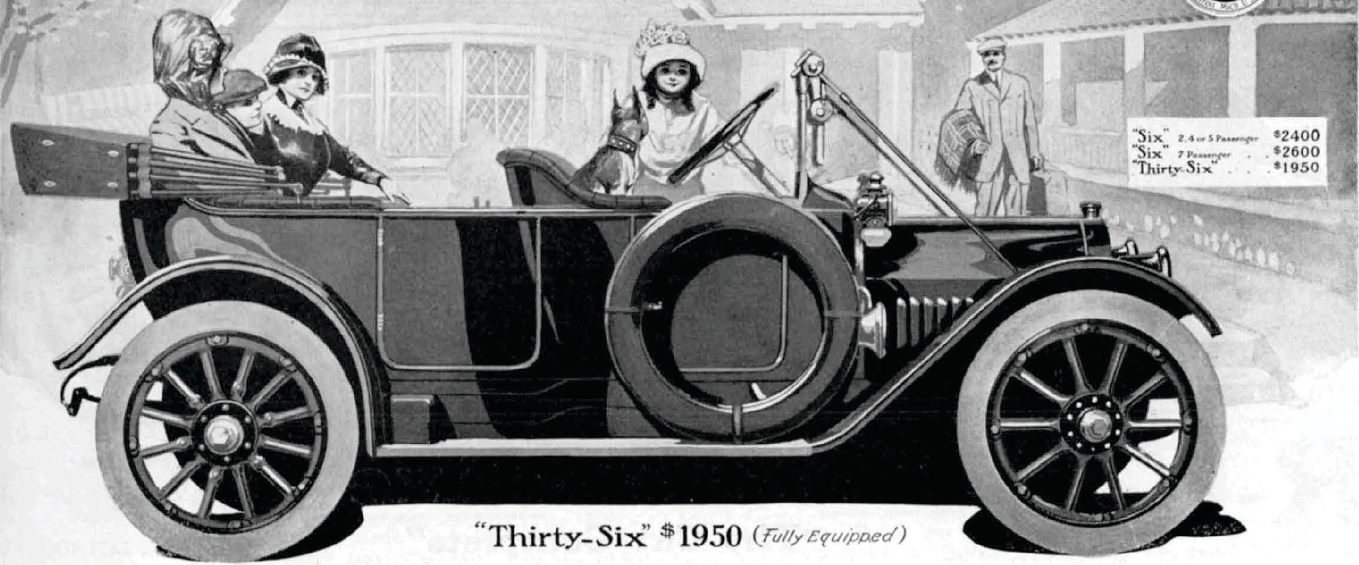


Chalmers 1913

Made in the Chalmers Shops



"Thirty-Six" \$1950 (Fully Equipped)

FIRST!

Automobile history shows that the Chalmers Motor Company has been first in almost every important advance that has resulted to the benefit of the motor car buyer.

This fact means much to you as a purchaser. It is your assurance that we will continue to be first. It means that your Chalmers car even in its second or third year is never out of date. It is the strongest sort of reason for your confidence in us and our cars.

Here are important steps in automobile history in which Chalmers has been first:

First to produce a real automobile with 4-cylinder motor, unit power plant and other modern features at \$1500—the Chalmers "30," announced July 1, 1908.

First to offer, in the 1912 "Thirty-Six," at \$1800, a medium priced car with a self-starter, long stroke motor, four-forward speed transmission, Continental demountable rims, and other advanced features.

First to refine medium priced cars in comfort, beauty and convenience.

First to combine in a medium priced car—the 1913 Chalmers "Thirty-Six"—these desirable features: Turkish cushions, 11-inch upholstery, nickel trimmings, electric lights, self-starter, new, roomy, flush-sided bodies, powerful long-stroke motor, demountable rims.

First to produce a really great 6-cylinder car, embodying the utmost in luxury and still selling at a medium price, \$2400 to \$2600.

First to win the Glidden Tour—the hardest one ever held—with a \$1500 car.

First in racing records—more victories in proportion to events entered than any other maker.

One of the **first** companies to manufacture practically all the vital parts of its car in its own plant. Resulting in better cars for you at less money.

These are some of the points in which the Chalmers Company has led since it started in the automobile business. You can verify them for yourself.

The biggest reason why we have been first so often is because we have organized our business properly. Each department head is the best man we could find for the job. We have fostered the spirit of co-operation between foreman and workmen and executives. We have encouraged our people to think. For brain-power is more essential than horsepower in running a factory.

And so, we were able to establish our leadership in the medium price class in 1908, and have been able to hold it since. We expect to continue because we have the organization, the ability, the capital, the factory and the experience to do it.

Let us tell you more about Chalmers methods and Chalmers cars. Send in the coupon for our interesting book, "Story of the Chalmers Car."

And see our cars at the dealers' show-rooms. Compare them with other cars. Put them to any comparative test and we believe your first choice will inevitably be a Chalmers.

Send in the coupon today, while you think of it.

1913 Models

Two great new cars claim your attention as the Chalmers offerings for 1913—the "Thirty-Six," \$1950 and the "Six," \$2400 to \$2600.

Note these reasons why the 1913 Chalmers cars are first in the estimation of discriminating motorists.

Comfort—Luxurious Turkish cushions, 11-inch upholstery, long wheel base 130" on "Six," 118" on "Thirty-Six," improved springs, big wheels and tires.

Convenience—Chalmers patented self-starter, Gray & Davis electric lights, demountable rims, dash adjustment for carburetor, ideal arrangement of all control apparatus on dash.

Beauty—New flush-sided metal bodies, sweeping bell back, the hooded dash, nickel trimmings, leather lining, sumptuous finish.

Safety—Extra strong wheels, axles, frames, brakes, steering gear.

Power—Chalmers long stroke motors are ideal for every need—mile-a-minute speed, slow-running in traffic, hill-climbing or pulling through sand or mud.

Flexibility—Four-forward speed transmission, an exclusive Chalmers feature among medium priced cars, affords utmost flexibility of control.

Completeness—Chalmers cars are sold fully equipped. Prices include besides the conveniences mentioned above, speedometer, Chalmers silk mohair top, and rain vision windshield.

Please send "Story of the Chalmers Car" and 1913 catalog.

Name

Address

MoToR

Chalmers Motor Company, Detroit